

## MEMORANDUM

**To:** Matt Carpenter, ADOT  
Manuel Tapia, Jr., City of Nogales

**From:** David Fields

**Date:** April 14, 2006

**Subject:** Nogales Transit Study - Subtask 1-C: Field Visit

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### I. Introduction

A visual survey of Nogales (Arizona) was conducted on foot and by car on Monday April 10<sup>th</sup> and Tuesday April 11<sup>th</sup>. A visual survey of Nogales (Sonora) was conducted on foot on Tuesday April 11<sup>th</sup>. In addition to observing development and transportation patterns, brief on-street interviews were conducted with members of the public.

This memorandum summarizes the observations and input received, as they pertain to the Nogales Transit Feasibility Review and Implementation Plan.

### II. Nogales, Arizona

#### A. Visual Survey

##### i. Transportation Services

Privately-operated shuttle buses were observed operating along Grand Avenue between downtown and Mariposa Road. Passengers generally boarded at officially designated bus stops, however many disembarked at undesignated locations. Vehicles pulled over to the curb with limited warning. In addition, service appeared sporadic and unscheduled, with some passengers waiting less than five minutes and some more than 40 minutes.

## **ii. Key Trip Generators/Activity Centers**

The following key trip generators and activity centers were identified:

### Commercial Districts

- Central Business District along Grand Avenue and Morley Avenue (between the border and Western Avenue)
- Mariposa Road between Grand Avenue and I-19 (anchored by Oasis development, Home Depot, and Wal-Mart)
- Swap Meet east of Grand Avenue
- Industrial Park Drive
- Carondelet Holy Cross Hospital

### Mid- to High Density Residential Neighborhoods

- West of Grand Avenue and south of Western Avenue
- Monte Carlo neighborhood
- Valle Verde neighborhood

## **iii. Potential Transfer Points**

Two locations with high demand for transit service and potential for intermodal connectivity were identified:

- Mix Street at Terrace Avenue (to serve the CBD and border crossing); and
- Mariposa Road at Grand Avenue.

## **B. On-Street Interviews**

Several people who were waiting at bus stops were approached; only one wished to answer questions, though opted not to provide his name. He had been waiting for a shuttle bus at Grand Avenue at Beck Street for over 30 minutes. A private car pulled up and the driver told him that buses were not operating that day (due to protests in Tucson). As the waiting passenger started walking back towards the residential district east of Morley Avenue, I approached and he shared the following:

*"Most days the buses are fine. I'll wait five or 10 minutes at most. Now and then, they just don't show, so I go home instead. It'd be nice if they let us know, though."*

A conversation with Kristin from the Nogales Tourism Information Center reiterated this observation. She believes a City-sponsored transit service, with reliable times, routes, and prices would be appreciated by the community, especially service between Downtown and Mariposa Road to the residential district along Baffert Drive and to the Swap Meet.

### III. Nogales, Sonora

#### A. Visual Survey

The Nogales, Sonora Central Business District is located within a 20-minute walk of the Dennis DeConcini Port of Entry. This dense commercial district supports active cross-border commerce and travel. Taxis tend to queue closest to the border (on Campillo Street), while buses use Lopez Mateos Street between Ochoa Street and Pierson Street.

Seven bus routes were observed serving Nogales: 1, 2, 3, 5, 10, 15, and 19. Table 1 presents the number of buses observed serving each route and the number of passengers alighting between 8:00AM and 9:00AM. (Very few passengers boarded at this location, and are not included in these counts.) Managers were observed tracking the buses and number of passengers. It is strongly recommended that the operators be contacted for more detailed data about ridership, peak hours, and destinations.

While destination surveys were not conducted, many travelers were observed crossing the border by foot. Many of these travelers are believed to be Mexican residents who work in the United States and cross the border every day. This represents a significant amount of daily demand for transit on the Arizona side, as employment centers located outside of the Nogales (AZ) CBD are too far to walk and inaccessible without a vehicle.

**Table 1: Observed Transit Operations and Passenger Alightings, 8:00AM-9:00**

Bus Route	Number of Buses	Average Number of Alightings per Bus	Total Number of Alightings
1	6	15	90
2	4	10	40
3	6	15	90
5	4	10	40
10	4	10	40
15	2	8	16
19	2	8	16
<b>TOTAL</b>	<b>28</b>	<b>12</b>	<b>332</b>

*Note: Operations and ridership based on limited field operations and should not be used as quantitative data.*

#### B. On-Street Interviews

Brief conversations were held with travelers waiting on line to cross into the United States, focused on the reason for crossing, destination, and anticipated length of stay (names were not requested). Many people opted not to respond, but of the five who did, all were en-route to a job and all planned to return that evening. Specific work sites were not disclosed.